

ABSTRACT

[0040] According to the present invention, a modular weight for a fishing lure having an overall specific gravity greater than that of water includes a head coupled to a first end of at least one protrusion. The protrusion is selectively inserted at least partially into a fishing lure body independent of a fishing line, hook and/or any connecting hardware. During use, at least a portion of the protrusion extends into, and at least a portion of the head extends out from, an exterior surface of the fishing lure body. The resilience of the fishing lure body material tends to maintain the position of the protrusion during use. The modular weight may be selectively removed and repositioned or exchanged for a different modular weight having a different weight, shape or decorative appearance. Multiple weights may be strategically placed in the lure to further alter the lure's movements in water.